



WEWS

ORDER

Flight Dates **09/19/12-09/25/12**

Contract / Revision **311407 /** Product **NEAFCPE OH TV 9.19-9.25.12**

Original Date / Revision
09/18/12 09/18/12 Agency Com 15%

Advertiser **NEA Fund for Children and I**
Billing Contact
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1640**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 72800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	62	\$61,880.00	\$72,800.00	0.00	08/27/12	09/25/12	62	\$61,880.00	\$72,800.00
Totals	62	\$61,880.00	\$72,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/19/12	09/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F--		2				\$650.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00



WEWS

Print Date: 09/19/12

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Contract / Revision **311407** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.** Estimate # **1640**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00 NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$850.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 3	WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$700.00	P-1	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$700.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 4	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$700.00	P-1	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$700.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 5	WEWS	09/19/12	09/25/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--W-F--					2	\$1,200.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 6	WEWS	09/19/12	09/25/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$900.00	P-1	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$900.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 7	WEWS	09/19/12	09/25/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$700.00	P-1	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$700.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 8	WEWS	09/19/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					1	\$1,200.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 9	WEWS	09/19/12	09/25/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--W-F--					2	\$900.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 10	WEWS	09/19/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$1,400.00	P-1	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$1,400.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 11	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,800.00	P-1	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$1,800.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N 12	WEWS	09/19/12	09/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	\$2,000.00	P-1	0.00 NM	1	\$2,000.00



WEWS

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Contract / Revision **311407** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/19/12	09/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					1	\$2,000.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/19/12	09/25/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 14	WEWS	09/19/12	09/25/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 15	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$2,400.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WT---					2	\$1,200.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/19/12	09/25/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$600.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/19/12	09/25/12	4-430am America This Morning 4-430a America This Morning	CM	4-430a	MTWTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					2	\$200.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/19/12	09/25/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/19/12	09/25/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 21	WEWS	09/19/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$650.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 22	WEWS	09/19/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00



WEWS

Print Date: 09/19/12

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Contract / Revision **311407** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N22	WEWS	09/19/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$1,200.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N23	WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					1	\$900.00		0.00			
N24	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$900.00		0.00			
N25	WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					1	\$775.00		0.00			
N26	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					1	\$775.00		0.00			
N27	WEWS	09/19/12	09/25/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,000.00		0.00			
N28	WEWS	09/19/12	09/25/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					1	\$1,200.00		0.00			
N29	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
N30	WEWS	09/19/12	09/25/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					1	\$1,300.00		0.00			
N31	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					1	\$2,700.00		0.00			
N32	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.** Estimate # **1640**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 32	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,400.00	P-1	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-----		0				\$0.00		0.00		
	Week:	09/24/12	09/30/12	M-----		1				\$1,400.00		0.00		
N 33	WEWS	09/19/12	09/25/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	2	\$750.00	P-1	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	-----		0				\$0.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		2				\$750.00		0.00		
N 34	WEWS	09/19/12	09/25/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$6,500.00	P-1	0.00 NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	---T---		1				\$6,500.00		0.00		
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00		
N 35	WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$850.00	P-1	0.00 NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/17/12	09/23/12	--WTF--		1				\$850.00		0.00		
	Week:	09/24/12	09/30/12	MT-----		1				\$900.00		0.00		
Totals													62	\$72,800.00